



STATE OF COLORADO

CLASS SERIES DESCRIPTION

September 1, 1998

LOTTERY SALES REPRESENTATIVE

H6O1XX TO H6O4XX

DESCRIPTION OF OCCUPATIONAL WORK

This class series uses four levels in the Professional Services Occupational Group and describes lottery sales and customer service work ranging from performing individual sales and customer service assignments to supervising and managing sales operations. Work involves selling a variety of lottery products through individual retail outlets and retail chain establishments. Customer service includes distributing products; providing product information and promotional materials describing products, lottery procedures, and required records and supplies necessary to maintain a retail outlet; sales training for on-line operations, new products or games, and in-store display and promotional techniques; prospecting and recruiting for new accounts or outlets; and other activities designed to maximize sales, improve customer service, and report sales activity. Positions in this class series apply and adapt sales and marketing theories, principles, practices, techniques, and methods in order to carry out sales and customer service assignments.

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LOTTERY SALES REPRESENTATIVE I

H6O1XX

CONCEPT OF CLASS

This class describes lottery telephone sales work. Positions at this level are involved in soliciting orders and providing customer service by telephone. Work entails carrying out telephone sales and customer service operations in accordance with established guidelines, standards, alternatives, and practices. Work involves selling lottery products and providing customer service by telephone including furnishing sales, product, and promotional information to lottery outlets; assuring outlets have adequate supplies; answering questions pertaining to lottery products and sales procedures; advising outlets of assigned sales quotas; maintaining sales records; and other activities which promote sales and customer service.

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FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making --The decisions regularly made are at the operational level, as described here. Within limits set by the specific sales process, choices involve deciding what operation is required to carry out the process. This includes determining how the operation will be completed. By nature, data needed to make decisions are numerous and variable so reasoning is needed to develop the practical course of action within the established process. Choices are within a range of specified, acceptable standards, alternatives, and technical practices. For example, a position determines the most effective course of action to promote and sell products or provide customer service to accommodate an account or retail outlet's needs by applying sales and customer service techniques and practices.

Complexity --The nature of, and need for, analysis and judgment is patterned, as described here. Positions study sales, product, and customer information and issues to determine what it means and how it fits together in order to obtain orders for lottery products and furnish customer service by answering questions and providing sales information. Guidelines in the form of sales and customer service principles, techniques, practices, and agency standards exist for most situations. Judgment is needed in locating and selecting the most appropriate of these guidelines which may change for varying circumstances as the task is repeated. This selection and interpretation of guidelines involves choosing from alternatives where all are correct but one is better than another depending on the given customer or sales circumstances of the situation. For example, a position selects and applies the most appropriate sales or customer service practice, technique, or method to resolve a customer problem or satisfy an account's needs based on the individual circumstances of the situation.

Purpose of Contact --Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of advising, counseling, or guiding the direction taken to resolve complaints or problems and influence or correct actions and behaviors. For example, a position advises and guides an account or outlet on lottery game rules and regulations to assure proper understanding and operation.

Line/Staff Authority -- The direct field of influence the work of a position has on the organization is as an individual contributor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team. This level may include positions performing supervisory elements that do not fully meet the criteria for the next level in this factor.

LOTTERY SALES REPRESENTATIVE II

H6O2XX

CONCEPT OF CLASS

This class describes lottery field sales representative work. Positions at this level are involved in field sales and customer service work and carry out sales and customer operations in accordance with established guidelines, standards, alternatives, and practices. Work involves direct personal contact with

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retail outlets or accounts to sell lottery products and provide customer service by distributing products, promotional materials, and supplies to retail outlets; setting up in-store promotions and displays; motivating retailers to maximize sales; training retailers for on-line lottery operations, new products or games, and in-store display and promotional techniques; furnishing information on lottery products and procedures; recruiting new retail outlets and accounts; preparing reports of sales activity; receiving and accounting for funds from retailers for sale of lottery products; and other activities which promote sales and customer service. The Lottery Sales Representative II differs from the Lottery Sales Representative I on the Purpose of Contact factor only.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making --The decisions regularly made are at the operational level, as described here. Within limits set by the specific sales process, choices involve deciding what operation is required to carry out the process. This includes determining how the operation will be completed. By nature, data needed to make decisions are numerous and variable so reasoning is needed to develop the practical course of action within the established process. Choices are within a range of specified, acceptable standards, alternatives, and technical practices. For example, a position determines the most effective course of action to promote and sell products or provide customer service to accommodate an account or retail outlet's needs by applying sales and customer service techniques and practices.

Complexity --The nature of, and need for, analysis and judgment is patterned, as described here. Positions study sales, product, and customer information and issues or problems to determine what it means and how it fits together in order to sell products and accommodate account needs. Guidelines in the form of sales, customer service, marketing, sales promotion and agency principles, techniques, practices, and standards exist for most situations. Judgment is needed in locating and selecting the most appropriate of these guidelines which may change for varying customer and sales circumstances as the task is repeated. This selection and interpretation of guidelines involves choosing from alternatives where all are correct but one is better than another depending on the given customer or sales circumstances of the situation. For example, a position selects and applies the most appropriate sales, customer service, marketing, or sales promotion practice, technique, or method to resolve a customer problem, satisfy an account's needs, or set up an in-store sales promotion or display based on the individual circumstances of the situation.

Purpose of Contact -- Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of clarifying underlying rationale, intent, and motive by marketing a product or service. This goes beyond what has been learned in training or repeating information that is available in another format. For example, a position clarifies the benefits of lottery products to retailers to sell and market lottery products and recruit new accounts.

Line/Staff Authority -- The direct field of influence the work of a position has on the organization is as an individual contributor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team. This level may include

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positions performing supervisory elements that do not fully meet the criteria for the next level in this factor.

LOTTERY SALES REPRESENTATIVE III

H6O3XX

CONCEPT OF CLASS

This class describes the first supervisory level or key account representative. Supervisory positions are accountable for the sales, promotion, distribution, and customer service operations for an assigned geographic area and at least three or more full-time equivalent positions. In addition to work performed at lower representative levels, key account representatives are responsible for developing and designing sales and promotional plans which describe marketing and sales processes for key accounts such as, retail chain accounts and designated retail establishments. Work at this level involves applying and adapting marketing and sales principles, theories, concepts, practices, and agency guidelines to maximize sales to key accounts or supervise a district. The Lottery Sales Representative III differs from the Lottery Sales Representative II on Decision Making, Complexity, and Line/Staff Authority.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making --The decisions regularly made are at the process level, as described here. Within limits set by professional standards, the agency's available technology and resources, and sales program objectives and regulations established by a higher management level, choices involve determining the process, including designing the set of operations used to sell and promote lottery products and provide customer service. The general pattern, program, or system exists but must be individualized in order to plan and implement sales, promotion, and customer service activities to achieve program goals. This individualization requires analysis of data that is complicated. Analysis is breaking the problem or case into parts, examining these parts, and reaching conclusions that result in processes. This examination requires the application of known and established marketing and sales theory, principles, conceptual models, professional standards, and precedents in order to determine their relationship to the problem. For example, a position plans, designs, and determines sales, promotion, and customer service processes and operations to be followed by others in order to maximize the sale of lottery products. New processes or objectives require approval of higher management or the agency with authority and accountability for the program or system.

Complexity --The nature of, and need for, analysis and judgment is formulative, as described here. Positions evaluate the relevance and importance of marketing and sales theories, concepts, and principles in order to tailor them to develop a different approach or tactical plan to fit specific circumstances. While general policy, precedent, or non-specific practices exist, they are inadequate so they are relevant only through approximation or analogy. In conjunction with marketing and sales theories, concepts, and principles, positions use judgment and resourcefulness in tailoring the existing guidelines so they can be applied to particular circumstances and to deal with emergencies. For example, a position evaluates the relevance of marketing and sales concepts, models, or practices to tailor or

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design specific sales, promotional or customer service plans or approaches based on an assessment of current sales or customer service operations or key account needs.

Purpose of Contact --Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of clarifying underlying rationale, intent, and motive by marketing a product or service. This goes beyond what has been learned in training or repeating information that is available in another format. For example, a position clarifies the benefits of products to sell and market lottery products and recruit new accounts.

Line/Staff Authority --The direct field of influence the work of a position has on the organization is as an individual contributor or unit supervisor. The individual contributor may explain work processes and train others. The individual contributor may serve as a resource or guide by advising others on how to use processes within a system or as a member of a collaborative problem-solving team.

OR

The unit supervisor is accountable, including signature authority, for actions and decisions that directly impact the pay, status, and tenure of three or more full-time equivalent positions. At least one of the subordinate positions must be in the same series or at a comparable conceptual level. The elements of formal supervision must include providing documentation to support recommended corrective and disciplinary actions, signing performance plans and appraisals, and resolving informal grievances. Positions start the hiring process, interview applicants, and recommend hire, promotion, or transfer.

LOTTERY SALES REPRESENTATIVE IV

H6O4XX

CONCEPT OF CLASS

This class describes second-level supervisory lottery sales work. Positions at this level manage a statewide lottery sales organization through subordinate level unit supervisors. Work at this level involves determining plans, and developing the budget, staffing patterns, work units, guidelines, and processes to accomplish work in order to implement and achieve sales program objectives. The Lottery Sales Representative IV differs from the Lottery Sales Representative III on Decision Making, Complexity, and Line/Staff Authority.

FACTORS

Allocation must be based on meeting all of the four factors as described below.

Decision Making --The decisions regularly made are at the interpretive level, as described here. Within limits of the strategic master plan and allocated human and fiscal resources, choices involve determining tactical plans to achieve sales program objectives established by the higher management (strategic) level. For example, a position establishes plans to assure sales activities are carried out properly and timely. This involves establishing what processes will be done, developing the budget, and developing the staffing patterns and work units in order to deploy staff. This level includes inventing and changing systems and guidelines that will govern sales operations, including customer service work processes,

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and that will be applied and followed by others statewide. By nature, this is the first level where positions are not bound by processes and operations in their own programs as a framework for decision making and there are novel or unique situations that cause uncertainties that must be addressed at this level. For example, a position develops and sets operating policies and devises work processes pertaining to sales activities to be followed by others in order to reach objectives and assure sales production and quality customer service goals are met. Through deliberate analysis and experience with these unique situations, the manager or expert determines the systems, guidelines, and programs for the future.

Complexity --The nature of, and need for, analysis and judgment is strategic, as described here. Positions develop guidelines to implement a program that maintains the agency's mission. Guidelines do not exist for most situations. In directive situations, positions use judgment and resourcefulness to interpret circumstances in a variety of situations and establish guidelines that direct how a departmental/agency program will be implemented. For example, a position interprets broad policy statements and directives to develop and establish guidelines and operating policies that govern sales and customer service operations and activities.

Purpose of Contact --Regular work contacts with others outside the supervisory chain, regardless of the method of communication, are for the purpose of clarifying underlying rationale, intent, and motive by marketing a product or service. This goes beyond what has been learned in training or repeating information that is available in another format. For example, a position clarifies the benefits of products to sell and market lottery products and recruit new accounts.

Line/Staff Authority --The direct field of influence the work of a position has on the organization is as a manager. The manager must be accountable for multiple units through the direct supervision of at least two subordinate Unit Supervisors; and, have signature authority for actions and decisions that directly impact pay, status, and tenure. Elements of formal supervision must include issuing corrective actions and initiating disciplinary actions, second level signature on performance plans and appraisals, resolving informal grievances. Positions start the hiring process, interview applicants, and recommend hire, promotion, or transfer.

ENTRANCE REQUIREMENTS

Minimum entry requirements and general competencies for classes in this series are contained in the State of Colorado Department of Personnel web site.

For purposes of the Americans with Disabilities Act, the essential functions of specific positions are identified in the position description questionnaires and job analyses.

CLASS SERIES HISTORY

Revised 9/1/98 (CVC). Change class codes due to PS Consolidation study.

Effective 9/1/93 (CVC). Job Evaluation System Revision project. Published as proposed 6/1/93.

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Revised 7/1/90. Changed entrance requirements for Lottery Telephone Sales Representative (A0030) and Lottery Field Sales Representative (A0031).

Revised 7/1/90. Changed nature of work and entrance requirements for Lottery District Sales Supervisor (A0032) and Lottery Key Account Representative (A0033).

Created 7/1/83. Lottery Key Account Representative (A0033).

Created 7/1/82. Lottery Telephone Sales Representative (A0030), Lottery Field Sales Representative (A0031), and Lottery District Sales Supervisor (A0032).

SUMMARY OF FACTOR RATINGS

Class Level	Decision Making	Complexity	Purpose of Contact	Line/Staff Authority
Lottery Sales Rep. I	Operational	Patterned	Advise	Indiv. Contributor
Lottery Sales Rep. II	Operational	Patterned	Clarify	Indiv. Contributor
Lottery Sales Rep. III	Process	Formulative	Clarify	Indiv. Contributor or Unit Supervisor
Lottery Sales Rep. IV	Interpretive	Strategic	Clarify	Manager